

U.S. Serial No. 09/533,842
Response to the Office action of March 12, 2004

This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims

1. (Currently Amended): A method of adapting broadcast content in the process of being broadcast to an audience, comprising:

receiving the broadcast content at a local device proximate a display on which the broadcast content is to be displayed to a recipient;

generating a locally produced selection factor at the local device, wherein the locally produced selection factor corresponds to the recipient of the broadcast content and is based on information relating to the recipient; and

adapting the broadcast content according to the locally produced selection factor.

Deleted for a

2. (Original): The method according to claim 1, further comprising:
synchronizing the adapted broadcast content with other broadcast content being broadcast to the recipient.

3. (Original): The method according to claim 1, further comprising:
gathering information relating to a recipient of the broadcast content; and
utilizing the gathered information relating to the recipient to generate the selection factor.

4. (Original): The method according to claim 3,
said gathering including tracking content selected by the recipient.

5. (Original): The method according to claim 3,
said gathering including inputting information from a database.

6. (Original): The method according to claim 3,
said gathering including inputting information from the recipient via a user interface device.

7. (Original): The method according to claim 1,
said adapting including selecting a content segment according to the selection factor.

U.S. Serial No. 09/533,842
Response to the Office action of March 12, 2004

8. (Original): The method according to claim 7, further comprising:
storing a plurality of selectable content segments in a device local to the recipient.

9. (Original): The method according to claim 8, further comprising:
transmitting the plurality of selectable content segments to the local device.

10. (Original): The method according to claim 1,
said adapting including selecting an entire broadcast content according to the
selection factor.

11. (Original): The method according to claim 1,
said adapting including assembling content from a plurality of broadcast content
segments according to the selection factor.

12. (Original): The method according to claim 7,
said adapting including processing the selected broadcast content segment according
to the selection factor.

13. (Original): The method according to claim 1,
said adapting including processing the broadcast content according to the selection
factor.

14. (Withdrawn): The method according to claim 13,
said processing including changing a color, language, sound, or other visual or audio
characteristic of the broadcast content.

15. (Withdrawn): The method according to claim 13,
said processing changing a length of the broadcast content and filling in a remaining
time in a broadcast content time slot with at least one additional content segment.

16. (Withdrawn): The method according to claim 13,
said processing including mapping at least one selectable texture onto the broadcast
content according to the selection factor.

U.S. Serial No. 09/533,842
Response to the Office action of March 12, 2004

17. (Withdrawn): The method according to claim 13,
said processing including mapping at least one selectable texture onto at least one
selectable object of the broadcast content according to the selection factor.
18. (Withdrawn): The method according to claim 13,
said processing including replacing a selectable object of the broadcast content
according to the advertisement selection factor.
19. (Withdrawn): The method according to claim 13,
said processing including adding at least one selectable object to the broadcast content
according to the selection factor.
20. (Withdrawn): The method according to claim 13,
said processing including adding audio or video data to the broadcast content.
21. (Original): The method according to claim 1, wherein the recipient of the
broadcast content is an individual.
22. (Original): The method according to claim 22,
said gathering including gathering an identity of the individual.
23. (Original): The method according to claim 1, wherein the recipient of the
broadcast content is a group of individuals.
24. (Original): The method according to claim 24,
wherein said gathering including gathering an identity of the group.
25. (Original): The method according to claim 1, further comprising:
adjusting the selection factor to learn or accommodate changes in the recipient.
26. (Original): The method according to claim 1,
said selection factor including a plurality of components each of which categorizes the
recipient,
said generating utilizing at least one of the categorizations in at least one of the
components to generate the selection factor.

U.S. Serial No. 09/533,842
Response to the Office action of March 12, 2004

27. (Original): The method according to claim 5,
said generating including data mining the database.

28. (Original): The method according to claim 1, wherein the broadcast content is a
broadcast advertisement and the selection factor is an advertisement selection factor.

29. (Currently Amended): An apparatus for adapting broadcast content that is in
the process of being broadcast, comprising:

a selection factor generator proximate a display on which the broadcast content is to
be displayed, the selection factor generator generating a locally produced selection factor
corresponding to a recipient of the broadcast content;

a storage device storing a plurality of content segments;

a synchronization signal detector;

a selector operatively connected to a broadcast feed, said storage device and said
selection factor generator;

said selector selecting between the broadcast content from the broadcast feed and at
least one of the plurality of content segments from said storage device according to the
locally produced selector factor.

Deleted: selection factor input

30. (Original): The apparatus according to claim 29, wherein the broadcast content
has an associated synchronization signal, the apparatus further comprising:
a synchronization signal detector operatively connected to the broadcast feed and said
selector;

wherein when said synchronization signal detector detects the synchronization signal,
said selector selects between the broadcast content from the broadcast feed and at least one of
the plurality of content segments from said storage device according to the selection factor.

31. (Original): The apparatus according to claim 29, further comprising:

a selection factor generator operatively connected to said selection factor input of said
selector, said selection factor generator generating the selection factor for a recipient of the
broadcast content based on information relating to the recipient.

U.S. Serial No. 09/533,842
Response to the Office action of March 12, 2004

32. (Original): The apparatus according to claim 31, further comprising:
a database of information relating to the recipient operatively connected to said
selection factor generator,

said selection factor generator utilizing said database to generate the selection factor.

33. (Original): The apparatus according to claim 31,
said selection factor generator tracking content selected by the recipient to generate
the selection factor.

34. (Original): The apparatus according to claim 31, further comprising:
a recipient interface device;
said selection factor generator utilizing inputs from the recipient entered via said
recipient interface device to generate the selection factor.

35. (Original): The apparatus according to claim 29, wherein the broadcast content is
a broadcast advertisement and the selection factor is an advertisement selection factor.

a!
cont.
36. (Withdrawn): An apparatus for adapting broadcast content in the process of
being broadcast, comprising:
content processor operatively connected to a broadcast feed and a selection factor
input,
said content processor adapting the broadcast content according to the selection
factor.

37. (Withdrawn): The apparatus according to claim 36, wherein the broadcast
content has an associated synchronization signal, the apparatus further comprising:
a buffer device operatively connected to said broadcast feed; and
a synchronization signal detector operatively connected to the broadcast feed, said
content processor and said buffer device,
wherein when said synchronization signal detector detects the synchronization signal,
said content processor processes the broadcast content from the broadcast feed according to
the selection factor and said buffer device synchronizes the processed content with a
remainder of broadcast content.

U.S. Serial No. 09/533,842
Response to the Office action of March 12, 2004

38. (Withdrawn): The apparatus according to claim 36, further comprising:
a selection factor generator operatively connected to said selection factor input of said
content processor, said selection factor generator generating the selection factor for a
recipient of the broadcast content based on information relating to the recipient.

39. (Withdrawn): The apparatus according to claim 36, wherein the broadcast
content is a broadcast advertisement and the selection factor is an advertisement selection
factor.
